

SALEM LEAD MARKET RESEARCH PLAN

LEAD MARKET: NYC METRO + SURROUNDING AREAS

DTS: NOVEMBER 3, 1997

RESEARCH OBJECTIVES

- **Determine potential of the "Intrigue the Senses" positioning to change attitudes and young adult smoker behavior towards SALEM.**
- **Track sales and consumer performance to provide information sufficient to validate positioning in NYC by Month 6.**

REVISED 8/14/97

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SALEM LEAD MARKET RESEARCH PLAN (NYC)

CRITICAL LEARNING

	<u>Goal (Pre/Post)</u>	<u>Data Source</u>
Sales Performance	+0.2 SOM (6 month exit)	SOM Tracking/DES' Model
Competitive Consumer Dynamics	+0.5 SOS 21-29 (6 months)	Custom Competitive Consumer Tracking
Franchise Risk	0 vs. Control	Custom Franchise Tracking (Static)/Consumer Relations Calls Monitoring

DIAGNOSTICS

Competitive Awareness/Trial/Purchase	Significant Improvement	Custom Competitive Consumer Tracking
Competitive Perceptions	Significant Improvement	Custom Competitive Consumer Tracking/Qualitative
Franchise Perceptions	Same or Better	Custom Franchise Tracking (Static)/Qualitative/Consumer Relations Calls Monitoring

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SALEM LEAD MARKET RESEARCH PLAN (NYC)

COSTS/TIMING

Project	Cost Estimate (\$000)	
	1997	1998
• Distribution Checks	7	6
• Sales Tracking	0	0
• Competitive Consumer Tracking (+ Control)*	211	429
• Franchise Risk Assessment (+ Control)	52	52
• Post DTS Qualitative	50	100
• DM Effectiveness	0	25
		\$612

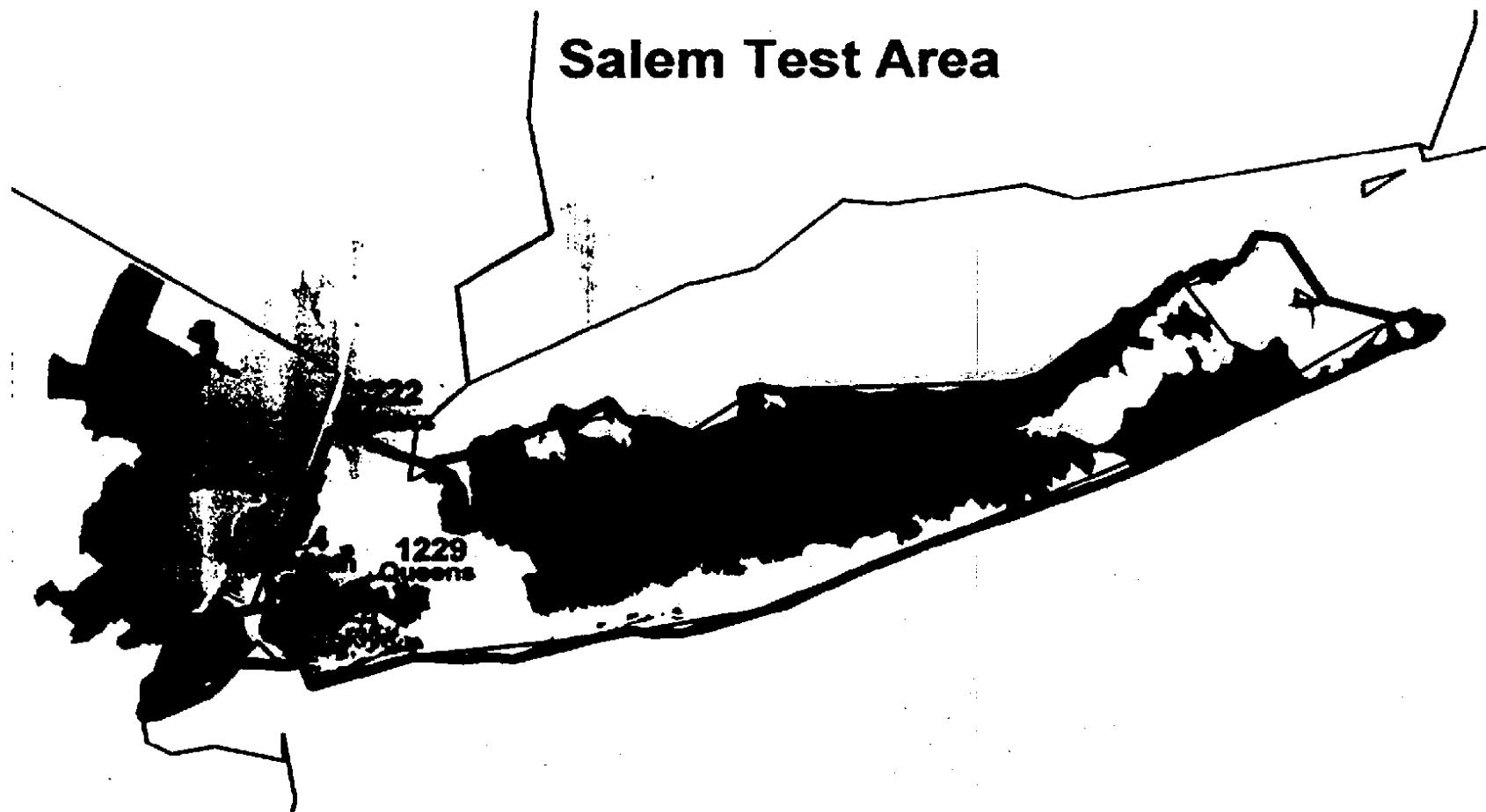
TIMELINE

NYC	1997								1998					
	<u>A</u>	<u>S</u>	<u>O</u>	<u>N</u>	<u>D</u>	<u>J</u>	<u>F</u>	<u>M</u>	<u>A</u>	<u>M</u>	<u>J</u>	<u>J</u>	<u>A</u>	<u>S</u>
Distribution Checks			XX	XX	X	X	X	X	X					
Sales Tracking	Pre	→		X	X	X	X	X	X	X	X	X	X	X
Consumer Tracking	Pre	→					WI	→		WII	→			
Franchise Risk	Pre	→					WI	→		WII	→			
DM Effectiveness							X	→						
Post DTS Qualitative				X	X		X		XX		X			

* Gives ability to read +0.5 SOS 21-29 as significant at 6 mo. & +0.3 SOS 21-29 as significant at 3 mo.

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Salem Test Area



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SALEM Market Overview: NY Lead Market (Manhattan, Brooklyn, Queens, & Nassau Divisions)

Channels/Classes of Trade:

Manhattan, Queens, and Brooklyn are similar in that most/almost all volume is sold in "other" (not conv/gas or supermarkets) outlets.

- 93% of volume in Manhattan comes from small food, tob/news, and Drug stores (Brooklyn = 79%, Queens = 70%).
- 8% of volume in Brooklyn is sold in military outlets.

Nassau's volume is split between conv/gas and "other" outlets.

- 16% of volume in Nassau comes from cigarette outlets.

Category Review:

Menthol is overdeveloped in the NY Metro area (driven by Manhattan 43.89 SOM)

- Brooklyn and Queens divisions also have strong menthol representation: 36.93 SOM and 37.44 SOM respectively.
- The menthol SOM in the Nassau Division (26.78) is only slightly higher than the US average.

The declining trend in Menthol/FP Menthol in the Lead Market can be explained by a change in industry importance across divisions

- Menthol is growing strongly in three of the four divisions (Menthol is declining slightly in the Queens Division = - .05).
- FP Menthol is growing in all four divisions (led by Manhattan +2.09 and Nassau +1.21 Divisions).

The Box category is highly overdeveloped in the NY Metro area (70.59 vs. Total US share of 38.82).

- All four divisions have a box share of approximately 70.
- All four divisions have steady box growth (led by Manhattan at +6.09).

The declining trend of FF M 85 Box is driven by the decline of Newport FF M 85 Box in the Queens Division. (changing industry importance again contributes to this deceptive number). *Bonanza*

- Growing steadily in Manhattan, Brooklyn, and Nassau, FF M 85 Box is declining in the Queens Division -.73 SOM.
- Newport FF M 85 Box is driving this decline in Queens: 3 year trend = -1.01.

Lts M 85 Box is equally overdeveloped in all four divisions (approximate +3.5 SOM vs 1 SOM Tot. US; approx. 3 year trend of +.6).

Brand Summary:

Newport Box is King!!!! (Decline in Newport FF Box in Ny Metro test area is driven by FF Box declines in Queens Division).

SALEM, Kool, and Marlboro Menthol approximate US trends (Kool has a slightly stronger Box representation in lead market vs. US).

Manhattan Division is the strongest for Kool and Newport.

Distribution & Pack Display (New York Region):

SALEM Lts and FF softpack distribution on par with rest of US

Distribution for Newport SP styles is low vs. US; distribution for Box styles is higher.

SALEM's pack display presence is on par with Newport, Kool, and Marlboro Menthol.

However, Vs. Total US, Newport, Kool, and Marlboro Menthol pack presence is down.

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For this market analysis, the New York Metro Lead Market is defined as the following four divisions

Manhattan -
Brooklyn
Queens
Nassau

POPULATION:

Adult Population (1995)

<u>Sales Territory</u>	<u>18-24</u>	<u>% of 18+ Population</u>	<u>Index Vs. Total US Average</u>
Manhattan	139,452	11.1%	88
Brooklyn	247,079	12.6%	100
Queens	291,676	12.0%	95
Nassau	167,209	12.0%	95
New York Metro Lead Market	845,416	12.0%	

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CHANNEL IMPORTANCE:

	Profile									
	Nassau		Manhattan		Brooklyn		Queens		Combined	
	% Stores	% Volume	% Stores	% Volume	% Stores	% Volume	% Stores	% Volume	% Stores	% Volume
Con/Gas	49	50	1	1	3	3	9	12	14	17
Supermarket	7	6	2	0	1	1	2	2	3	3
Other	44	44	97	99	95	96	88	86	83	80
Small Food	11	3	48	37	67	51	56	43	49	33
Drug	10	7	9	14	8	8	8	7	9	9
Liquor	2	1	0	0	0	0	0	0	1	0
Tob/News	10	11	33	42	11	20	13	21	16	23
Discount	1	1	0	0	0	0	0	0	0	0
Cig Outlet	1	16	0	0	0	0	1	5	0	6
Other	8	4	5	4	9	8	10	10	8	7
Military	0	1	0	0	0	8	0	0	0	2
Balance	0	0	1	1	0	0	0	0	0	0

	% Of Introductory Market							
	Nassau		Manhattan		Brooklyn		Queens	
	% Stores	% Volume	% Stores	% Volume	% Stores	% Volume	% Stores	% Volume
Con/Gas	70	76	2	1	7	4	21	19
Supermarket	47	67	14	4	14	8	25	21
Other	10	14	25	26	32	29	33	31
Small Food	4	3	21	23	39	38	36	37
Drug	23	22	22	34	26	22	29	23
Liquor	77	67	0	0	4	15	19	18
Tob/News	12	13	43	38	19	22	26	27
Discount	70	68	10	15	5	2	15	15
Cig Outlet	59	75	0	0	0	0	41	25
Other	19	15	13	13	31	30	37	42
Military	27	6	0	0	45	91	27	3
Total	19	26	21	21	28	24	31	29

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CATEGORY REVIEW

	NY LEAD MARKET AREA*		TOTAL US	
	<u>SOM</u> <u>1996</u>	<u>3 Year</u> <u>Annual Trend</u>	<u>SOM</u> <u>1996</u>	<u>3 Year</u> <u>Annual Trend</u>
FP	93.61	0.98	71.55	2.04
SAV	6.39	-0.98	28.45	-2.04
NM	67.86	0.38	74.60	-0.08
Men	32.12	-0.38	25.38	0.08
FP Men	30.56	-0.05	18.77	0.51
SP	29.40	-2.58	61.16	-3.89
BX	70.59	2.58	38.82	3.89
Men BX	23.39	0.55	8.05	0.87
FP Men BX	22.89	0.59	7.23	0.78
FF M 85 BX	12.86	-0.41	2.77	0.36
FF M 100 BX	4.25	0.16	1.04	0.20
Lts M 85 BX	3.46	0.57	0.99	0.17
Lts M 100 BX	1.72	0.14	1.63	0.05
FF NM 85 BX	14.44	-0.35	10.22	0.75
FF NM 100 BX	2.27	0.02	2.19	0.23
Lts NM 85 BX	21.01	1.62	11.32	1.45
Lts NM 100 BX	4.32	0.23	4.02	0.39

*Consists of Manhattan, Brooklyn, Queens, and Nassau Divisions

Source: MSA Share of Volume

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CATEGORY REVIEW

	MANHATTAN DIVISION		BROOKLYN DIVISION		QUEENS DIVISION		NASSAU DIVISION		TOTAL US	
	SOM	3 Year	SOM	3 Year	SOM	3 Year	SOM	3 Year	SOM	3 Year
	1996	Annual Trend	1996	Annual Trend	1996	Annual Trend	1996	Annual Trend	1996	Annual Trend
FP	93.43	2.60	94.73	0.91	93.57	0.37	93.23	1.56	71.55	2.04
SAV	6.57	-2.60	5.27	-0.91	6.43	-0.37	6.77	-1.56	28.45	-2.04
NM	56.11	-1.12	63.07	-0.66	62.56	0.06	73.19	-0.87	74.60	-0.08
Men	43.89	1.12	36.93	0.66	37.44	-0.05	26.78	0.87	25.38	0.08
FP Men	42.19	2.09	35.78	0.98	35.73	0.18	25.15	1.21	18.77	0.51
SP	32.41	-6.09	28.60	-2.66	29.51	-1.61	29.38	-3.15	61.16	-3.89
BX	67.59	6.09	71.40	2.66	70.49	1.62	70.59	3.15	38.82	3.89
Men BX	34.11	3.62	28.54	1.58	27.46	0.37	18.61	1.76	8.05	0.87
FP Men BX	33.73	4.06	28.21	1.68	26.96	0.36	18.04	1.80	7.23	0.78
FF M 85 BX	20.11	1.43	16.94	0.46	15.73	-0.73	9.35	0.65	2.77	0.36
FF M 100 BX	7.93	1.35	5.71	0.43	5.23	0.17	2.92	0.35	1.04	0.20
Lts M 85 BX	3.52	0.74	3.41	0.52	3.76	0.65	3.33	0.59	0.99	0.17
Lts M 100 BX	1.74	0.10	1.66	0.12	1.74	0.17	1.73	0.12	1.63	0.05
FF NM 85 BX	12.22	0.27	14.46	-0.33	14.03	-0.63	14.83	-0.30	10.22	0.75
FF NM 100 BX	1.52	0.09	2.56	0.01	1.98	-0.04	2.38	0.00	2.19	0.23
Lts NM 85 BX	14.55	1.86	17.82	1.04	18.88	1.18	23.77	1.33	11.32	1.45
Lts NM 100 BX	2.30	0.08	4.17	0.15	3.71	0.18	4.84	0.09	4.02	0.39

Source: MSA Share of Volume

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New York Lead Market Area Brand Summary: (Manhattan, Brooklyn, Queens, & Nassau Divisions)

	<u>SALEM</u>		<u>NEWPORT</u>		<u>KOOL</u>		<u>MARL. MEN.</u>	
	<u>SOM</u>	<u>3 Year</u>	<u>SOM</u>	<u>3 Year</u>	<u>SOM</u>	<u>3 Year</u>	<u>SOM</u>	<u>3 Year</u>
	<u>1996</u>	<u>Annual Trend</u>	<u>1996</u>	<u>Annual Trend</u>	<u>1996</u>	<u>Annual Trend</u>	<u>1996</u>	<u>Annual Trend</u>
SP	3.18	-0.14	0.47	0.09	2.04	-0.55	0.03	0.01
BX	0.24	0.00	18.01	-0.38	1.67	0.51	0.75	0.09
FF M 85 BX	0.01	-0.01	11.51	-0.60	0.93	0.18	0.26	0.01
FF M 100 BX	0.00	0.00	3.57	-0.07	0.51	0.25	0.00	0.00
Lts M 85 BX	0.00	0.00	2.38	0.25	0.21	0.07	0.38	0.06
Lts M 100 BX	0.24	0.00	0.54	0.05	0.03	0.01	0.11	0.02

Total US: Brand Summary

	<u>SALEM</u>		<u>NEWPORT</u>		<u>KOOL</u>		<u>MARL. MEN.</u>	
	<u>SOM</u>	<u>3 Year</u>	<u>SOM</u>	<u>3 Year</u>	<u>SOM</u>	<u>3 Year</u>	<u>SOM</u>	<u>3 Year</u>
	<u>1996</u>	<u>Annual Trend</u>	<u>1996</u>	<u>Annual Trend</u>	<u>1996</u>	<u>Annual Trend</u>	<u>1996</u>	<u>Annual Trend</u>
SP	3.19	-0.10	2.80	0.08	2.76	-0.19	0.40	0.06
BX	0.39	0.00	3.23	0.40	0.80	0.17	0.78	0.13
FF M 85 BX	0.00	0.00	2.06	0.24	0.46	0.05	0.10	0.02
FF M 100 BX	0.00	0.00	0.74	0.11	0.17	0.09	0.00	0.00
Lts M 85 BX	0.00	0.00	0.33	0.04	0.14	0.02	0.42	0.07
Lts M 100 BX	0.39	0.00	0.10	0.01	0.02	0.01	0.25	0.04

Source: MSA

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Queens Division Brand Summary

	<u>SALEM</u>		<u>NEWPORT</u>		<u>KOOL</u>		<u>MARL. MEN.</u>	
	<u>SOM</u>	<u>3 Year</u>	<u>SOM</u>	<u>3 Year</u>	<u>SOM</u>	<u>3 Year</u>	<u>SOM</u>	<u>3 Year</u>
	<u>1996</u>	<u>Annual Trend</u>	<u>1996</u>	<u>Annual Trend</u>	<u>1996</u>	<u>Annual Trend</u>	<u>1996</u>	<u>Annual Trend</u>
SP	3.50	0.02	0.99	0.37	2.43	-0.53	0.04	0.02
BX	0.23	0.00	21.90	-0.78	1.80	0.63	0.62	0.04
FF M 85 BX	0.01	-0.01	14.23	-1.01	1.10	0.27	0.21	-0.01
FF M 100 BX	0.00	0.00	4.39	-0.14	0.66	0.33	0.00	1.00
Lts M 85 BX	0.00	0.00	2.66	0.31	0.29	0.11	0.31	0.02
Lts M 100 BX	0.22	0.01	0.61	0.06	0.05	0.02	0.09	0.02

Nassau Division Brand Summary

	<u>SALEM</u>		<u>NEWPORT</u>		<u>KOOL</u>		<u>MARL. MEN.</u>	
	<u>SOM</u>	<u>3 Year</u>	<u>SOM</u>	<u>3 Year</u>	<u>SOM</u>	<u>3 Year</u>	<u>SOM</u>	<u>3 Year</u>
	<u>1996</u>	<u>Annual Trend</u>	<u>1996</u>	<u>Annual Trend</u>	<u>1996</u>	<u>Annual Trend</u>	<u>1996</u>	<u>Annual Trend</u>
SP	3.02	-0.12	0.32	-0.03	1.63	-0.34	0.02	0.01
BX	0.27	-0.01	13.33	1.03	1.19	0.28	0.87	0.12
FF M 85 BX	0.01	0.00	8.19	0.53	0.70	0.08	0.29	0.02
FF M 100 BX	0.00	0.00	2.45	0.21	0.30	0.15	0.00	0.00
Lts M 85 BX	0.00	0.00	2.19	0.24	0.17	0.04	0.44	0.08
Lts M 100 BX	0.26	0.00	0.48	0.05	0.02	0.01	0.14	0.02

Source: MSA

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Manhattan Division Brand Summary

	<u>SALEM</u>		<u>NEWPORT</u>		<u>KOOL</u>		<u>MARL. MEN.</u>	
	<u>SOM</u> <u>1996</u>	<u>3 Year</u> <u>Annual Trend</u>	<u>SOM</u> <u>1996</u>	<u>3 Year</u> <u>Annual Trend</u>	<u>SOM</u> <u>1996</u>	<u>3 Year</u> <u>Annual Trend</u>	<u>SOM</u> <u>1996</u>	<u>3 Year</u> <u>Annual Trend</u>
SP	3.54	-0.79	0.16	-0.03	2.81	-0.55	0.02	-0.02
BX	0.19	-0.09	27.13	2.31	3.91	0.51	0.40	-0.01
FF M 85 BX	0.01	-0.01	17.82	1.04	1.86	0.49	0.14	-0.02
FF M 100 BX	0.00	0.00	6.07	0.64	1.63	0.81	0.00	0.00
Lts M 85 BX	0.00	0.00	2.52	0.50	0.37	0.16	0.22	0.01
Lts M 100 BX	0.18	-0.09	0.73	0.12	0.05	0.02	0.03	0.00

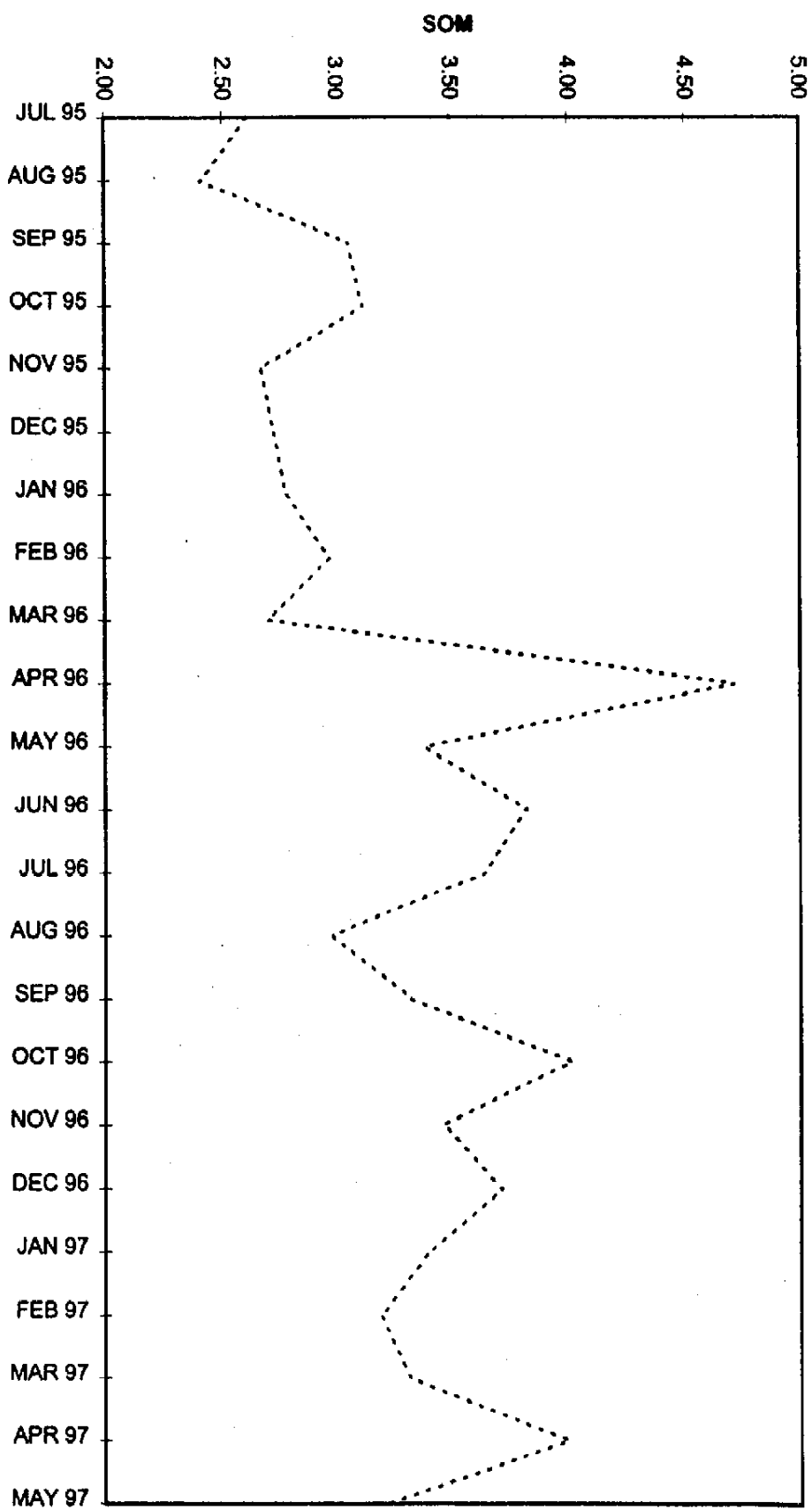
Brooklyn Division Brand Summary

	<u>SALEM</u>		<u>NEWPORT</u>		<u>KOOL</u>		<u>MARL. MEN.</u>	
	<u>SOM</u> <u>1996</u>	<u>3 Year</u> <u>Annual Trend</u>	<u>SOM</u> <u>1996</u>	<u>3 Year</u> <u>Annual Trend</u>	<u>SOM</u> <u>1996</u>	<u>3 Year</u> <u>Annual Trend</u>	<u>SOM</u> <u>1996</u>	<u>3 Year</u> <u>Annual Trend</u>
SP	3.06	-0.08	0.27	0.02	2.48	-0.58	0.03	0.02
BX	0.20	0.00	23.53	0.70	1.92	0.63	0.67	0.05
FF M 85 BX	0.00	0.00	15.50	0.24	1.09	0.25	0.24	0.00
FF M 100 BX	0.00	0.00	4.96	0.15	0.60	0.30	0.00	0.00
Lts M 85 BX	0.00	0.00	2.49	0.26	0.20	0.07	0.34	0.04
Lts M 100 BX	0.20	0.00	0.57	0.05	0.02	0.01	0.09	0.01

Source: MSA

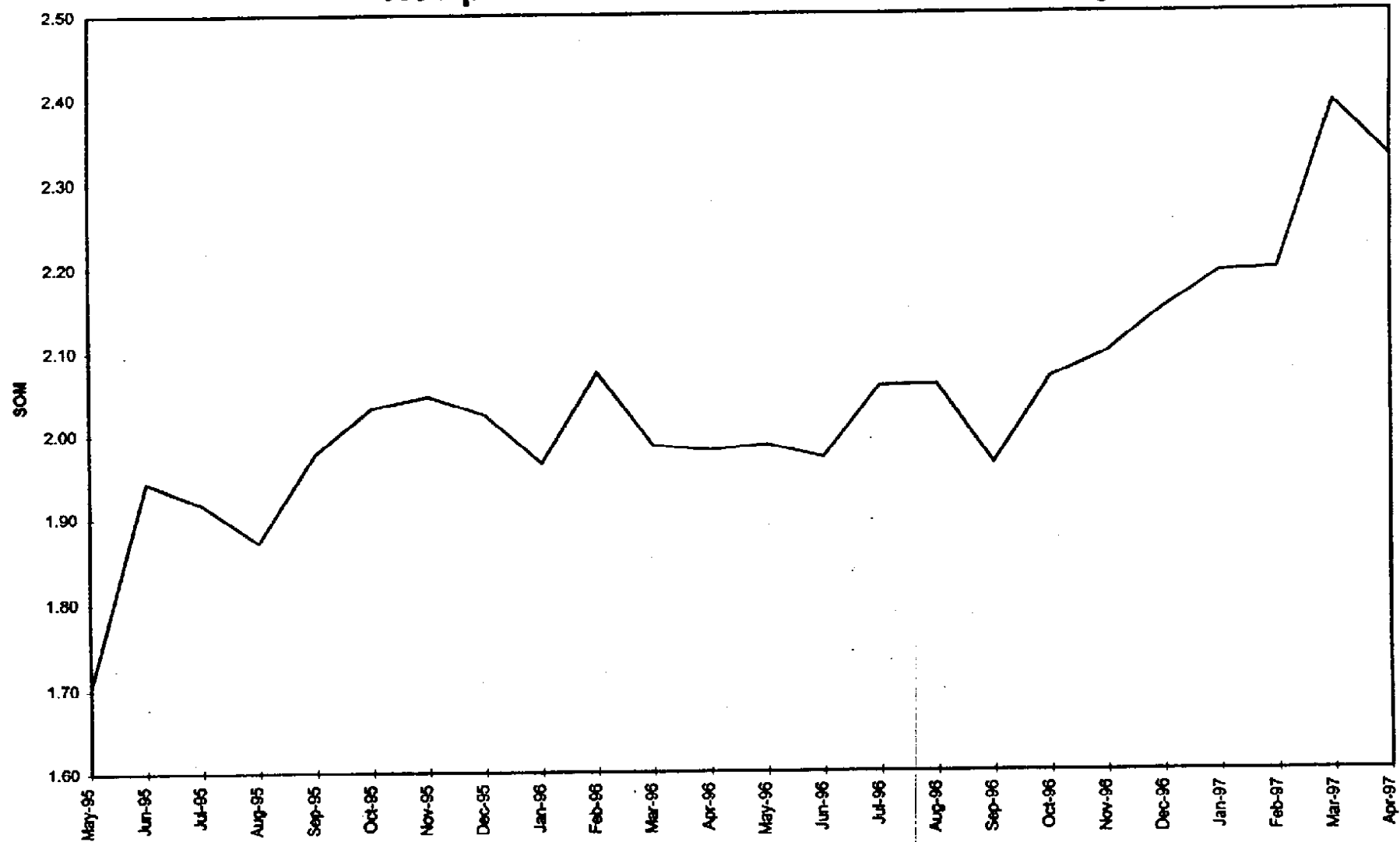
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Lts 85 Menthol Box



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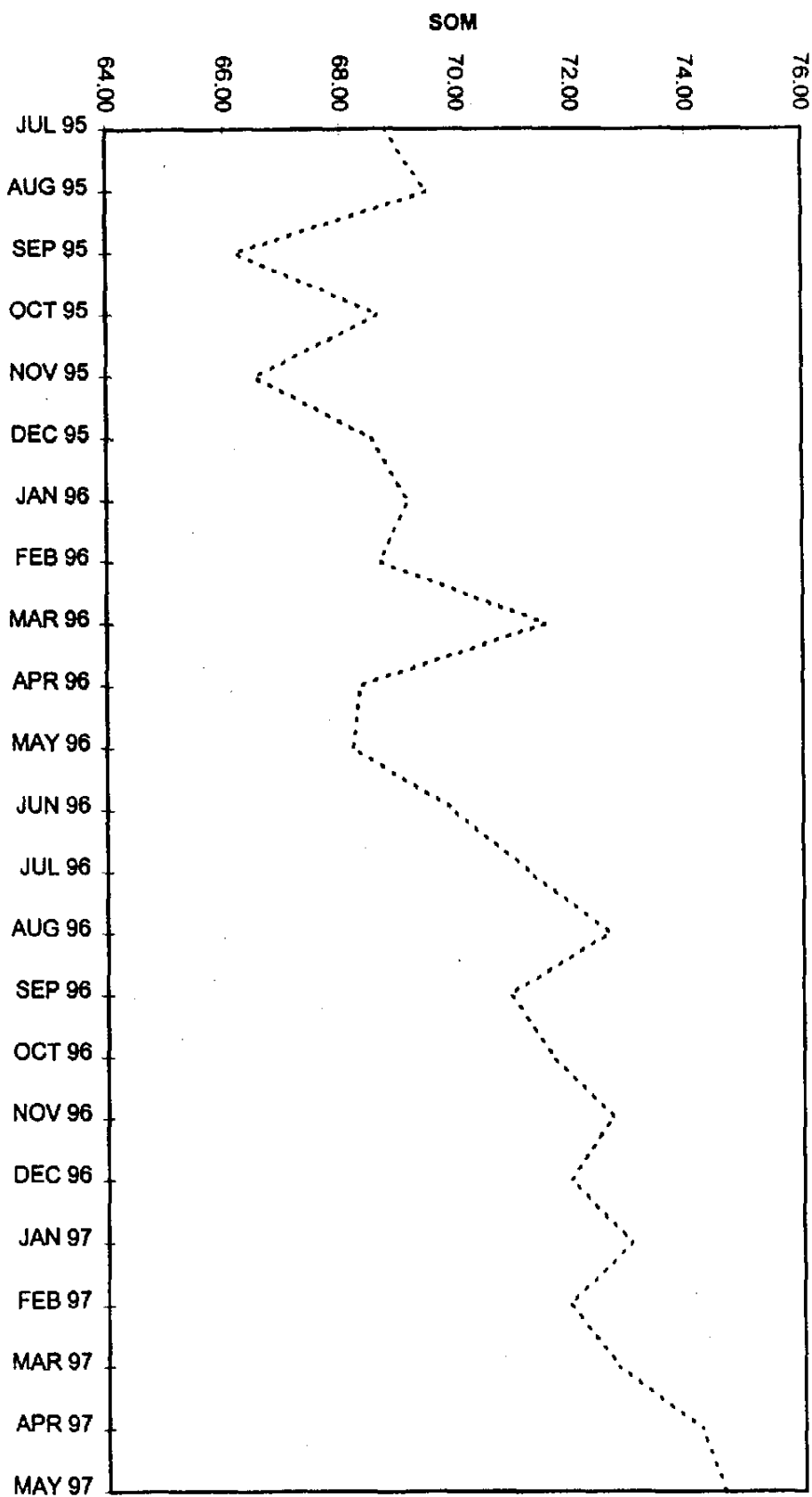
Newport Lt 85 Box SOM In NY Metro Region



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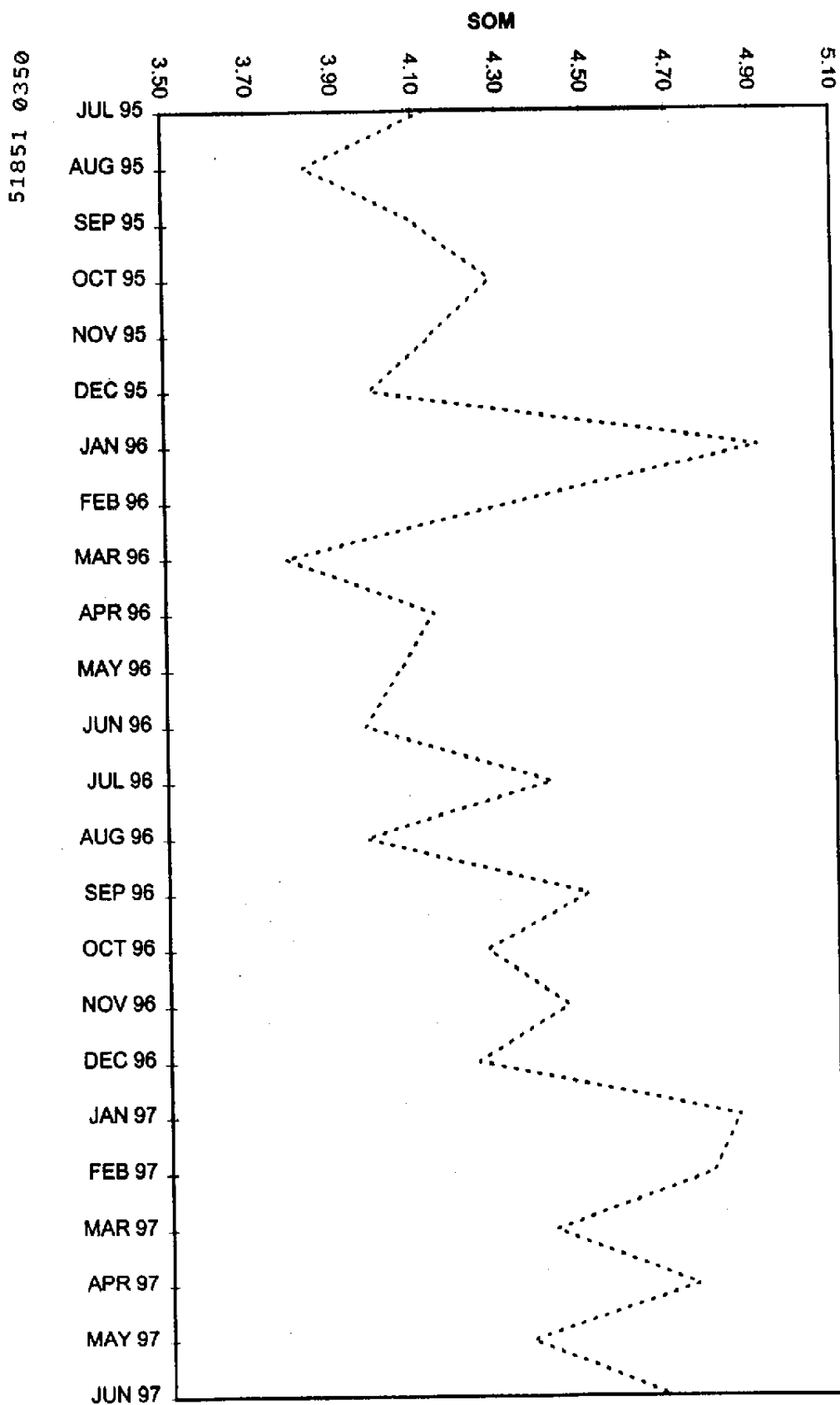
Total Box

.....SALEM Lead Market



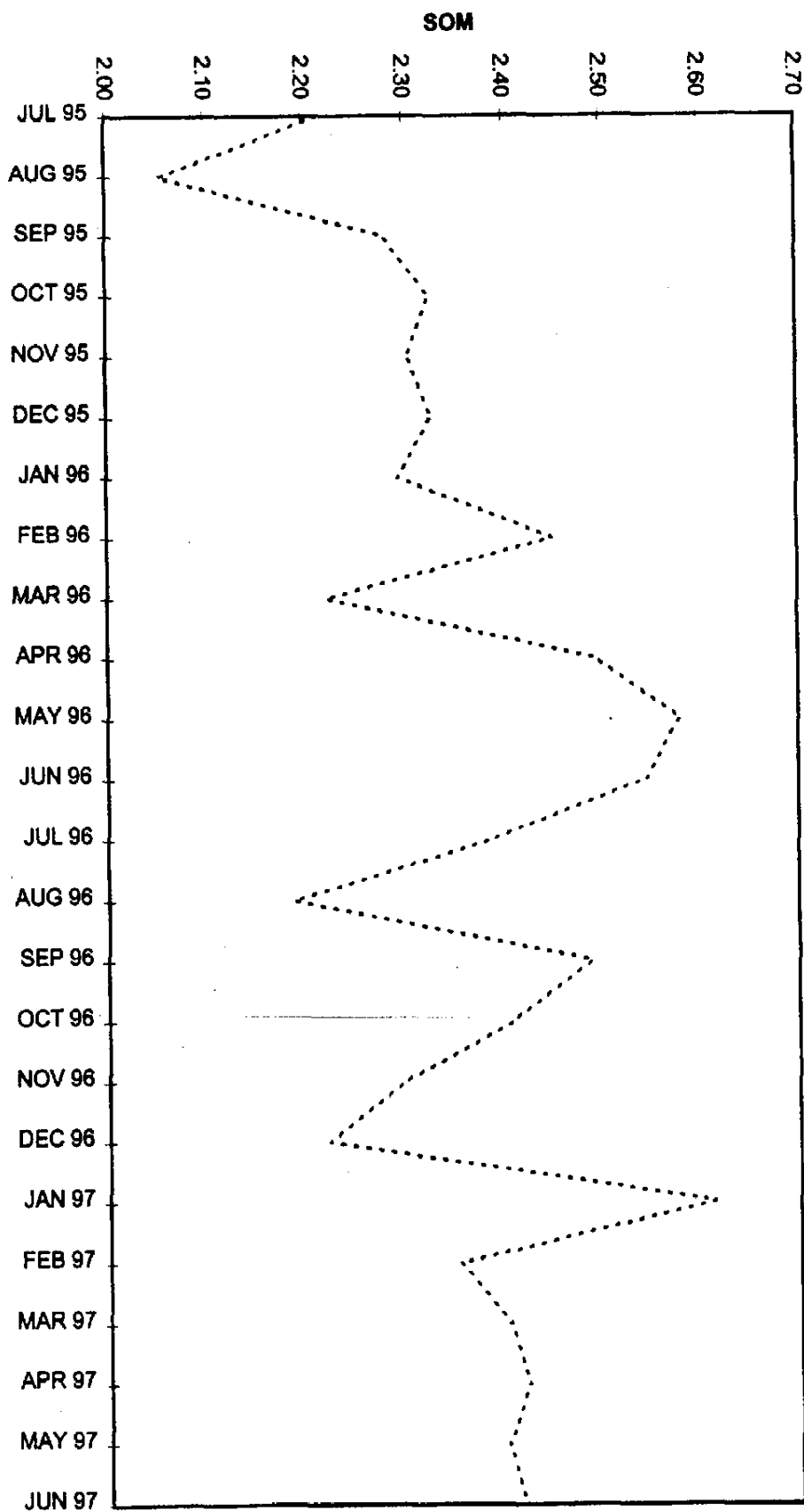
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FF 100 Menthol Box



Newport Lt 85 Box

.....SALEM Lead Market



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BRAND STYLE OVERVIEW

	<u>New York Lead Market</u>				<u>Total US</u>		
	<u>SOM</u> <u>1996</u>	<u>% of</u> <u>Business</u>	<u>3 Year</u> <u>Annual Trend</u>	<u>BDI</u>	<u>SOM</u> <u>1996</u>	<u>% of</u> <u>Business</u>	<u>3 Year</u> <u>Annual Trend</u>
<u>SALEM</u>	<u>3.42</u>	<u>100</u>	<u>-0.15</u>	<u>95</u>	<u>3.59</u>	<u>100</u>	<u>-0.10</u>
FF M 85 SP	0.84	24	-0.06	103	0.82	23	-0.04
FF M 100 SP	0.47	14	-0.02	94	0.50	14	-0.02
Lts M 85 SP	0.85	25	-0.03	111	0.77	21	-0.02
Lts M 100 SP	0.53	16	0.00	102	0.52	15	-0.01
Lts M 100 BX(reg)	0.01	0	0.00	40	0.04	1	0.00
Lts M 100 BX(slim)	0.22	6	0.00	63	0.35	10	0.00
ULT M 85 SP	0.23	7	0.00	98	0.24	7	0.00
ULT M 100 SP	0.21	6	0.00	64	0.33	9	0.00
<u>NEWPORT</u>	<u>18.48</u>	<u>100</u>	<u>-0.29</u>	<u>305</u>	<u>6.06</u>	<u>100</u>	<u>0.47</u>
FF M 85 SP	0.31	2	0.09	18	1.69	28	0.04
FF M 85 BX	11.51	62	-0.60	558	2.06	34	0.24
FF M 100 SP	0.07	0	0.00	9	0.78	13	0.02
FF M 100 BX	3.57	19	-0.07	484	0.74	12	0.11
Lts M 85 SP	0.05	0	0.00	22	0.20	3	0.00
Lts M 85 BX	2.38	13	0.25	729	0.33	5	0.04
Lts M 100 SP	0.02	0	0.00	28	0.06	1	0.00
Lts M 100 BX(reg)	0.47	3	0.05	722	0.06	1	0.01
Lts M 100 BX(slim)	0.05	0	0.00	401	0.01	0	0.00
<u>KOOL</u>	<u>3.72</u>	<u>100</u>	<u>-0.04</u>	<u>104</u>	<u>3.56</u>	<u>100</u>	<u>-0.02</u>
FF M 85 SP	1.06	29	-0.31	74	1.42	40	-0.11
FF M 85 BX	0.93	25	0.18	200	0.46	13	0.05
FF M 100 SP	0.50	13	-0.17	85	0.59	16	-0.04
FF M 100 BX	0.51	14	0.25	293	0.17	5	0.09
Mild M 85 SP	0.25	7	-0.07	61	0.41	12	-0.02
Lts M 85 SLTS	0.06	2	0.00	87	0.07	2	0.00
Mild M 85 BX	0.21	6	0.07	148	0.14	4	0.02
Mild M 100 SP	0.05	1	-0.01	47	0.12	3	0.00
Mild M 100 BX	0.03	1	0.01	149	0.02	1	0.01
Lts M 100 SLTS	0.04	1	0.00	80	0.05	1	0.00
ULT M 85 SP	0.03	1	0.00	80	0.04	1	0.00
ULT M 100 SP	0.03	1	0.00	67	0.04	1	0.00
<u>MARL. MEN</u>	<u>0.78</u>	<u>100</u>	<u>0.10</u>	<u>66</u>	<u>1.17</u>	<u>100</u>	<u>0.19</u>
FF M 85 SP	0.01	2	0.01	5	0.29	25	0.01
FF M 85 BX	0.26	33	0.01	256	0.10	9	0.02
Lts M 85 SP	0.01	1	0.00	13	0.05	5	0.03
Lts M 85 BX	0.38	49	0.06	90	0.42	36	0.07
Lts M 100 SP	0.01	1	0.00	11	0.05	4	0.02
Lts M 100 BX	0.11	14	0.02	44	0.25	22	0.04

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Source: MSA

BRAND STYLE OVERVIEW BY DIVISION

	<u>Manhattan</u>		<u>Brooklyn</u>		<u>Queens</u>		<u>Nassau</u>	
	<u>SOM</u>		<u>SOM</u>		<u>SOM</u>		<u>SOM</u>	
	<u>1996</u>	<u>BDI</u>	<u>1996</u>	<u>BDI</u>	<u>1996</u>	<u>BDI</u>	<u>1996</u>	<u>BDI</u>
<u>SALEM</u>	<u>3.73</u>	<u>104</u>	<u>3.26</u>	<u>91</u>	<u>3.73</u>	<u>104</u>	<u>3.30</u>	<u>92</u>
FF M 85 SP	1.19	146	0.89	109	1.00	123	0.71	87
FF M 100 SP	0.58	116	0.53	104	0.53	105	0.42	83
Lts M 85 SP	0.88	114	0.81	105	0.95	123	0.82	106
Lts M 100 SP	0.57	110	0.54	103	0.58	111	0.50	96
Lts M 100 BX(reg)	0.01	19	0.01	20	0.01	25	0.02	56
Lts M 100 BX(slim)	0.17	48	0.19	53	0.22	61	0.24	69
ULT M 85 SP	0.15	64	0.15	64	0.21	89	0.28	117
ULT M 100 SP	0.16	48	0.15	44	0.19	57	0.25	75
<u>NEWPORT</u>	<u>27.29</u>	<u>450</u>	<u>23.80</u>	<u>393</u>	<u>22.89</u>	<u>378</u>	<u>13.65</u>	<u>225</u>
FF M 85 SP	0.07	4	0.10	6	0.85	51	0.14	8
FF M 85 BX	17.82	863	15.50	751	14.23	689	8.19	397
FF M 100 SP	0.01	2	0.08	10	0.07	9	0.08	10
FF M 100 BX	6.07	823	4.96	673	4.39	595	2.45	332
Lts M 85 SP	0.01	4	0.04	18	0.04	20	0.05	27
Lts M 85 BX	2.52	771	2.49	762	2.66	816	2.19	671
Lts M 100 SP	0.01	17	0.01	14	0.00	8	0.03	44
Lts M 100 BX(reg)	0.63	979	0.50	768	0.52	801	0.42	645
Lts M 100 BX(slim)	0.08	582	0.06	460	0.08	579	0.04	277
<u>KOOL</u>	<u>6.71</u>	<u>189</u>	<u>4.40</u>	<u>124</u>	<u>4.52</u>	<u>127</u>	<u>2.82</u>	<u>79</u>
FF M 85 SP	1.48	104	1.31	92	1.32	93	0.81	57
FF M 85 BX	1.86	400	1.09	235	1.10	237	0.70	152
FF M 100 SP	0.77	132	0.65	112	0.61	104	0.36	61
FF M 100 BX	1.63	942	0.60	350	0.66	379	0.30	174
Mild M 85 SP	0.28	69	0.29	71	0.29	69	0.22	53
Lts M 85 SLTS	0.07	111	0.05	84	0.05	72	0.06	93
Mild M 85 BX	0.37	260	0.20	141	0.29	201	0.17	116
Mild M 100 SP	0.06	55	0.06	51	0.06	51	0.05	43
Mild M 100 BX	0.05	255	0.02	129	0.05	263	0.02	92
Lts M 100 SLTS	0.07	132	0.05	95	0.04	75	0.04	73
ULT M 85 SP	0.04	89	0.02	46	0.03	58	0.04	101
ULT M 100 SP	0.01	27	0.02	51	0.03	58	0.04	80
<u>MARL. MEN</u>	<u>0.42</u>	<u>36</u>	<u>0.70</u>	<u>60</u>	<u>0.66</u>	<u>56</u>	<u>0.89</u>	<u>76</u>
FF M 85 SP	0.02	6	0.01	3	0.02	5	0.01	5
FF M 85 BX	0.14	141	0.24	238	0.21	214	0.29	293
Lts M 85 SP	0.00	5	0.01	22	0.02	30	0.00	3
Lts M 85 BX	0.22	53	0.34	81	0.31	73	0.44	105
Lts M 100 SP	0.00	3	0.01	21	0.01	25	0.00	1
Lts M 100 BX	0.03	14	0.09	35	0.09	36	0.14	54

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Source: MSA

DISTRIBUTION/PACK DISPLAY - NEW YORK REGION

	<u>%CIV Selling</u>		<u>%CIV Pack Display</u>	
	(May 97 Qtr)		(May 97 Qtr)	
	<u>NY Metro Reg</u>	<u>Vs US</u>	<u>NY Metro Reg</u>	<u>Vs US</u>
<u>SALEM</u>	<u>100</u>	<u>0</u>	<u>24</u>	<u>-1</u>
FF M 85 SP	100	1	23	2
FF M 100 SP	97	0	19	1
Lts M 85 SP	98	0	21	1
Lts M 100 SP	95	-2	19	0
Lts M 100 BX(reg)	20	-9	1	-3
Lts M 100 BX(slim)	73	-15	9	-4
ULT M 85 SP	79	-9	14	5
ULT M 100 SP	74	-16	8	-2
<u>NEWPORT</u>	<u>100</u>	<u>1</u>	<u>28</u>	<u>-7</u>
FF M 85 SP	47	-46	7	-20
FF M 85 BX	99	8	24	-3
FF M 100 SP	38	-50	2	-24
FF M 100 BX	98	20	23	-1
Lts M 85 SP	33	-30	3	-15
Lts M 85 BX	100	50	21	5
Lts M 100 SP	28	-18	4	-10
Lts M 100 BX(reg)	94	55	19	6
Lts M 100 BX(slim)	39	24	8	6
<u>KOOL</u>	<u>100</u>	<u>0</u>	<u>30</u>	<u>-12</u>
FF M 85 SP	96	-3	20	-12
FF M 85 BX	91	4	25	-7
FF M 100 SP	91	-4	12	-18
FF M 100 BX	51	-12	19	-9
<u>MARL. MEN.</u>	<u>87</u>	<u>-10</u>	<u>31</u>	<u>-10</u>
FF M 85 SP	14	-66	1	-27
FF M 85 BX	72	36	27	14
Lts M 85 SP	15	-34	4	-12
Lts M 85 BX	75	-13	22	-9
Lts M 100 SP	12	-35	3	-13
Lts M 100 BX	52	-30	16	-12

Source: MARLIN

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